

Where less is more in an ad

It's innovation, not investment, that determines the success of a recruitment advertisement, says Paul Brand, according to a report in *PushPrint*.



To prove the point, a recent advertisement campaign developed by Brand of The Niche Agency for Deloitte, was very brief and very much to the point... The full-colour advert incorporated very little copy - little more than the company name, the position being advertised - and a hash tag and was placed in the Careers section of the *Sunday Times*.

The idea behind the campaign, *PushPrint* reports, was to entice candidates to take a photo of the tag via smartphone, which would route them to Deloitte's website via their phone browser.

The *PushPrint* report quotes Brand as saying: "Innovation is important. With innovation comes colour, illustrations and smart copy."

For more:

- *PushPrint*: [Much more than an ad](#)

A top Brand

The Publisher's Award at the recent Avusa Amara Awards went to recruitment stalwart Paul Brand of The Niche Agency in Johannesburg.

"Paul is one of the leading recruitment professionals the industry itself has had the honour of recruiting," explains Enver Groenewald, general manager of Advertising Revenue and Strategic Communications at Avusa Media. "Besides his outstanding reputation within the industry, Paul also seamlessly demonstrates what true dedication and passion for one's profession really looks like."

CareerNiche and Bizcommunity have formed a strategic partnership across a range of niche communications under the Bizcommunity brand.

For more, visit: <https://www.bizcommunity.com>